

# **RJ REYNOLDS**

TOBACCO COMPANY

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August 22, 1997



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Mr. D. Cook

CONSOLIDATED INDUSTRIES

## **OCTOBER WINSTON B2GF CAP / PROMOTION #700927**

Dear Don:

I have ordered **1280** SKUs of Winston Cap Displays (item #529301) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays.

All displays will need to be back at McLane no later than **October 6th** in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane:

**September 15th**

Displays Arrival @ Consolidated:

**September 18th**

### **WINSTON Brand**

<b><u>Styles</u></b>	<b><u>#/ Cases</u></b>
(12M) LIGHT	<b><u>22</u></b>
(6M) LIGHT BOX	<b><u>39</u></b>
(12M) FULL FLAVOR	<b><u>22</u></b>
(12M) FF BOX	<b><u>22</u></b>

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Displays. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston 'No Bull' Cap.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / #1610

/jc

Encl. Wholesaler Packing Instructions

Camel T-Shirt Flyer

State Display List

cc: P. Cox

51844 5650

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

51844 5651

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

OCTOBER: WINSTON BUY 2 GET FREE CAP / PROMOTION #700927

RETAIL DISTRIBUTION DATE: 10/6/97

RETAIL DISTRIBUTION DATE: 10/6/97				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#. DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI		
A-PLUS/ SUNOCO	304	See List	394	1	2	27			3	16	84			258	3	
BP OIL	45	See List	115											115		
COASTAL MART	37	See List	59							22				37		
COOKS CONVENIENT	7	See List	10								10					
COUNTRY FAIR	69	See List	222								7	29		186		
CONV EXPRESS	5	See List	10								10					
EXPRESS MART	37	See List	45								45					
F.L. ROBERTS	17	See List	30	12		18										
KRAUSZERS	14	See List	31	31												
MANLEY'S	10	See List	12								12					
MOBIL / ON THE RUN	99	See List	110	16		25			17		45			4	3	
QUICKWAY	25	1	25								25					
7/11 - HANDEE MART	23	See List	63				1					2	23	27		
7/11 - SOUTHLAND	29	See List	37	12	2	1			5	4	9			4		
SUGARCREEK	79	1	79								79					
SUNRISE FOODS	16	1	16								16					
INDEPENDENTS & SMALL CHAINS	30	See List	32	1		4	2		3	4	12			6		
TOTALS	846		1280	73	4	75	3	0	28	46	354	31	23	637	6	

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## **STATE STAMPING**

McLANE-NORTHEAST

#375878

**WINSTON BUY 2 PACKS GET FREE HAT**

NUMBER OF CARTONS TO STAMP BY STATE 'LIVE' PRODUCT										
WINSTON	CT	DE	MA	MD	NH	NJ	NY	OH	PA	RI
(12M) Light	73	4	75	3	28	46	354	54	637	6
(6M) Lt Box	73	4	75	3	28	46	354	54	637	6
(12M) FF	73	4	75	3	28	46	354	54	637	6
(12M) FF Box	73	4	75	3	28	46	354	54	637	6

8/20/97  
STAMPING.DOC

51844 5652

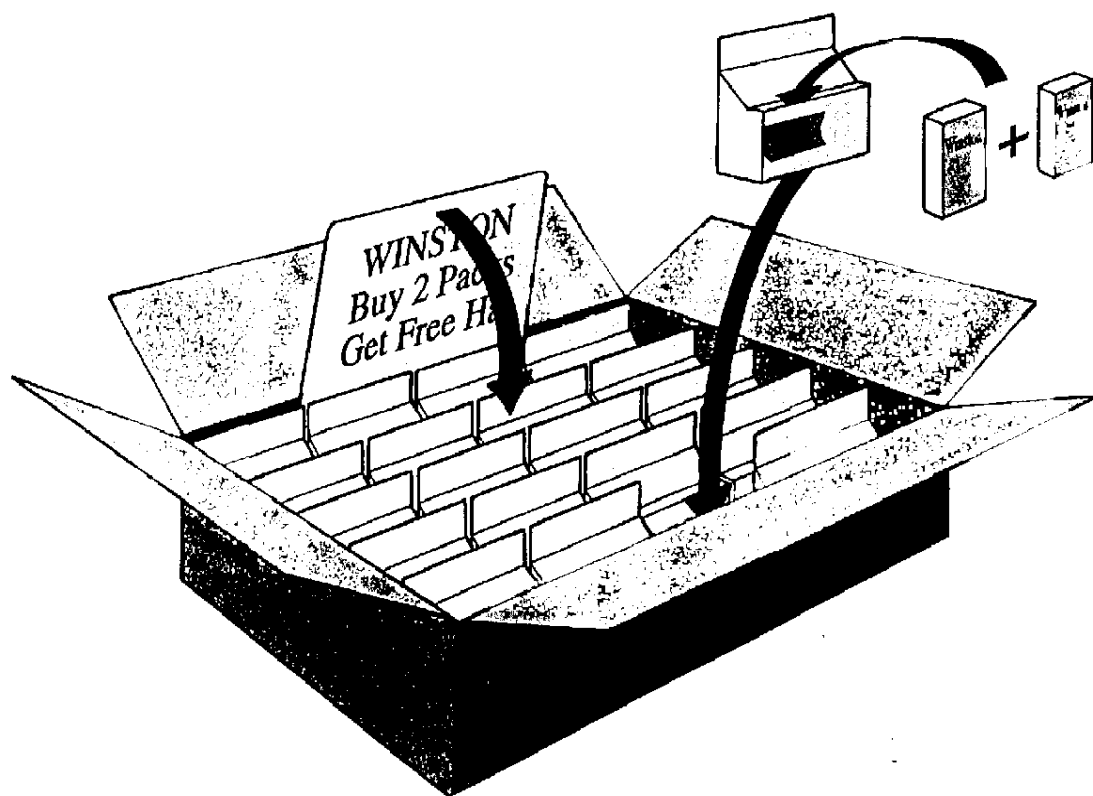
# WHOLESALE.PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

### STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	WINSTON LIGHT	LIGHT BOX	FULL FLAVOR	FULL FLAVOR BOX		
Number of Cartons	/	/	/	/		

51844 5653